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SHOPPING
NEWS
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RAndolph 3215

DALY CITY

Complete
Coverage in
Daly City and
Colma

SHOPPING NEWS

Published Each Friday

Daly City, San Mateo County, California, Friday, October 1, 1943

Door Handle Distribution

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Sept. 30 and October 1

Yom Kippur

Col-Nidre

October 8

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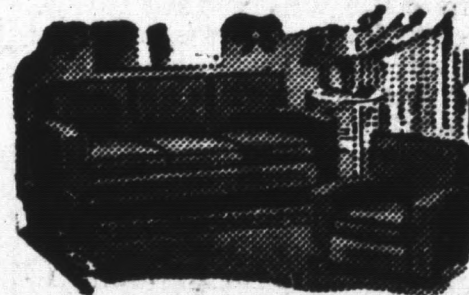
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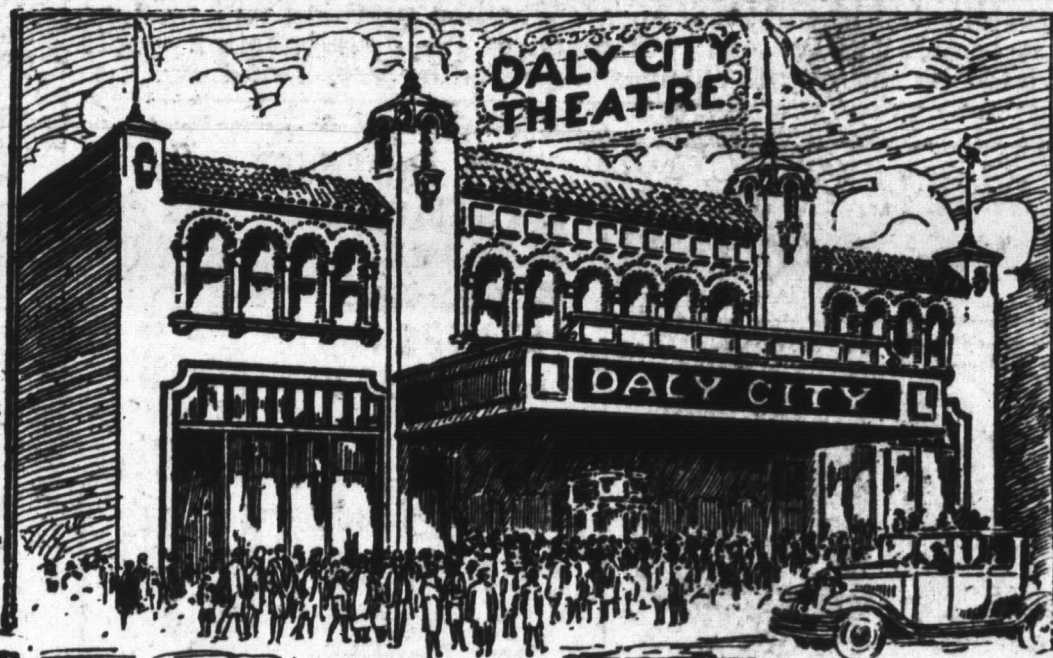
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NOW PLAYING—

Thursday, Friday, Saturday, Sept. 30, Oct. 1-2—

JUDY GARLAND, VAN HEFLIN in

"PRESENTING LILY MARS"

Also FRANCHOT TONE, MARSHA HUNT, GENE KELLY in

"PILOT NO. 5"

Sunday, Monday, Tuesday, October 3-4-5—

RAY MILLAND, PAULETTE GODDARD, JOHN WAYNE in

"REAP THE WILD WIND"

Also CLAIRE TREVOR, JESS BARKER in

"GOOD LUCK, MR. YATES"

Wednesday, October 6—

DICK FORAN, ROBERT PAIGE, HARRIETTE HILLIARD in

"HI, BUDDY"

Also STANLEY RIDGES, BILL HENRY, REX WILLIAMS in

"FALSE FACES"

Thursday, Friday, Saturday, October 7-8-9—

LUCILLE BALL, RED SKELTON, GENE KELLY in

"DU BARRY WAS A LADY"

Also CHESTER MORRIS, RICHARD ARLEN, JEAN PARKER in

"WRECKING CREW"

DALY CITY SHOPPING NEWS

Published Every Friday by Daly City Record
3317 SAN JOSE AVE. Telephone RANDOLPH 3215

ALBERT H. BOYNTON Publisher
MRS. ALBERT H. BOYNTON Editor
CLAUDE N. MOORE Business Manager

44,000,000 HEADACHES

Millions of citizens have just been awakened—with a shock—to the realization that the 20 per cent deduction that is being taken from their pay envelopes and turned over to the U. S. Treasury is not all they will have to pay on their 1943 Federal income tax account. On the contrary, they will owe the government considerably more when the year is over. "While there is a general impression among taxpayers that they are automatically current in their tax payment—actually in rare instances only will this be the case," writes Harley L. Lutz, professor of public finance at Princeton university, in "The Tax Review," a publication of the Tax Foundation.

The impression that the withholding tax is all that the Treasury will demand from taxpayers for 1943 is not the only erroneous notion that exists regarding the law enacted in June and which was supposed to be so simple. As Professor Lutz stresses, very few people know that the "pay-as-you-earn" law did not repeal, modify or replace the essentials of the 1942 income tax law; neither did it do away with the nuisance of filing a tax return next March; nor did it relieve the taxpayer of the obligation to pay the Victory Tax, although its collection by withholding was discounted after July 1.

What people are going to hate just as much as paying more taxes than they expected to have to pay on their 1943 incomes, is the making out of the March 15 return—that perennial headache which nearly everyone thought had been obviated. The average taxpaying citizen—and there are about 44,000,000 of them—will have a worse time of it than ever in filling out the return next year due to the innumerable complexities, inconsistencies and absurdities with which he must juggle in his attempt to comply with the law. Professor Lutz predicts a revolt "against the foolish and needless reporting, computing and other paper work involved and against the deception involved in implying that the tax at its source had put a large number of persons on a current basis."

The headache has already arrived for about 15,000,000 persons who had to file an estimate of income for 1943 by September 15. Another such declaration relating to income for 1944 will be due on March 15. It means that the taxpayer is only on an "estimated" current tax basis. He can pay as he earns only to the extent that he is good at guessing what his income will be and equally good at figuring the tax on his "guess-timated" income.

Congress could simplify the whole business, according to Professor Lutz, by doing three things, namely: (1) absorb the Victory Tax into the withholding rate; (2) designate the withholding rate as the normal rate; and (3) eliminate the requirement to file a year-end return by the average wage earner or salaried person.

"There is every reason to believe that the few simple suggested changes would sustain and consolidate the good will toward the income tax which was generated by the inauguration of the pay-as-you-go principle," writes Professor Lutz. "On the other hand, the obvious complications of the existing tax structure must inevitably produce ill will. In a time when all citizens must be asked repeatedly to bear steadily increasing taxes, every precaution worth taking to prevent a normal resistance to needless confusion and red tape from developing into a resistance to the taxes themselves."

As popular dissatisfaction with the hodge-podge provisions of the pay-as-you-go plan mounts, higher and higher, there are some of the nation's lawmakers who already see that something ought to be done to stem this tide of resentment. Whether anything will be done about it remains to be seen; but much of the dissatisfaction would be obviated by the simple changes suggested by Professor Lutz.

Watch Your Vitamin C



By BETTY BARCLAY

Our fighting men are being served a balanced diet, but we on the home front where shortages are the rule and not the exception, must be constantly on the "alert". It's very, very easy to get enough food, but not enough of some certain food constituent.

Take Vitamin C, for example. This is one food constituent that must be obtained daily. The body refuses to "store" it up for future use as it stores practically everything else. Besides, vitamin C stores are drawn on heavily as we increase our efforts — viz., the harder we work the more vitamin C we need.

So keep your vitamin C food basket well filled. For your daily need of this vitamin, your first choice should be oranges, then lemons, grapefruit, tomatoes, cabbage — best raw. Alternates are melons, peppers, raw salad greens and rhubarb. Fill this basket often — and empty it quickly. Vitamin C is a daily requirement.

A glass of orange juice for breakfast; a healthful salad at noon; a fruit cup for dinner; and a glass of lemonade as a thirst quencher — all may be prepared from this important basket of fruits and vegetables. Serve such dishes daily and you need have no fear of a vitamin C shortage.



Remember Before Invest
A Dime Out of
Every Dollar in
U.S. War Bonds

PIES AND CAKES FOR A SOLDIER'S PLEASURE... BONDS AND STAMPS FOR A SOLDIER'S POWER



Buy War Bonds Every Pay Day

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Notice To Customers and Friends of

DALY CITY BEAUTY SHOP

Miss Julia Boschi, proprietor, will reopen her shop following a brief vacation

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Activity Calendar

Friday, October 1

10 a. m. - 4 p. m. — Regular meeting, Red Cross Workroom, Theatre hall.

2 p. m. — Public whist, Daly City Unit No. 410, American Legion auxiliary, Legion hall, 474 San Diego avenue.

3:30 p. m. — Regular meeting, Girl Scout Troop No. 4, 23 Woodrow street.

4 p. m. — Regular meeting, Cub Den No. 3, Pack No. 141, 249 Woodrow street.

7 p. m. — Regular meeting, Cub Pack No. 141, Grace Church of the Nazarene, Vista Grande and Santa Barbara avenues.

7:30 p. m. — Regular meeting, Daly City Bethel No. 68, O. J. D., Masonic temple.

8 p. m. — Regular meeting, Senior Air Raid Wardens, City hall, 75 Wellington avenue.

8 p. m. — Regular meeting, Veteran Firemen's association, 188 Santa Barbara avenue.

8 p. m. — Regular meeting, Vista Grande Camp No. 6035, Royal Neighbors of America, Eagles hall.

Monday, October 4

7 p. m. — Regular meeting, Boy Scout Troop No. 141, Grace Church of the Nazarene, Vista Grande and Santa Barbara avenues.

8 p. m. — Short business meeting, followed by annual bazaar, Crocker Chapter No. 382, O. E. S., Masonic temple.

8 p. m. — Regular meeting, General Department, D. C. F. D., 188 Santa Barbara avenue.

Tuesday, October 5

1:30 p. m. — Regular meeting, General Pershing P. T. A., Pershing school.

2 p. m. — Regular meeting, Colma P. T. A., Jefferson annex.

7:30 p. m. — Regular meeting, Crocker Lodge No. 454, F. & A. M., Masonic hall.

8 p. m. — Regular meeting, Daly City Band, No. 5 firehouse, Oliver and Bellevue.

8 p. m. — Regular meeting, Daly City Fire Commissioners, City hall, 75 Wellington avenue.

8 p. m. — Regular meeting, El Carmelo Parlor No. 256, N. S. G. W., Colombo hall.

8 p. m. — Regular meeting, Ladies Auxiliary to Co. 4, D. C. F. D.

8 p. m. — Devotions, Our Lady of Perpetual Help church, 60 Wellington avenue.

8:30 p. m. — Public whist, Vista Grande Circle No. 253, Foresters, Linhares

Social hall, 176 Los Banos avenue.

Wednesday, October 6

9 a. m. - 11 a. m. — Regular meeting, Well Baby Clinic, San Jose avenue and Flournoy street.

10 a. m. - 4 p. m. — Regular meeting, Red Cross Workroom, Theatre hall.

12:10 p. m. — Regular meeting, Daly City-Colma Lions club, Colonial Drive Inn.

4 p. m. — Regular meeting, Cubbies, Pack No. 141, Grace Church of the Nazarene, Vista Grande and Santa Barbara avenues.

7:30 p. m. — Regular meeting, Company No. 1, D. C. F. D., 188 Santa Barbara avenue.

7:30 p. m. — Regular meeting, Daly City Unit No. 410, American Legion auxiliary, Legion hall.

7:30 p. m. — Regular meeting, Sea Scout Ship No. 144, 6266 Mission street.

7:45 p. m. — Weekly prayer meeting, Grace Church of the Nazarene, Vista Grande and Santa Barbara avenues.

8 p. m. — Regular meeting, Daly City Block Mothers, 559 San Diego avenue.

8:15 p. m. — Regular meeting, El Carmelo Parlor No. 181, N. D. G. W., Masonic hall.

8:15 p. m. — Regular meeting, Tula Council No. 236, Degree of Pocahontas, 2246 Cayuga avenue.

Are you entitled to wear a "target" lapel button? You are if you are investing at least ten percent of your income in War Bonds every pay day. It's your badge of patriotism.

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WE SELL THEM!

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YOUR PROPERTY

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"Cascara
Commandos"



It's a jocose term—but with a serious implication. True, your pharmacist carries no grenade or gun, but he is in a very real sense a soldier. His post of duty is on the Home Front; his sector of the battle is this entire neighborhood. The assignment—which we share with your physician—is to keep you well, and keep you working. It's a big job, and

an important one. Because, in these troubled times, the nation needs the full measure of energy and effort of everyone. You can help, too, by taking no unnecessary risks; and by calling on your physician at the first suggestion of illness.

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— EVERY PAY DAY —



SAFEWAY Homemakers' Guide

When you buy from Safeway you get the best of the best. Our produce is picked at the peak of its season and packed in the finest containers. Our meats are fresh and our bakery goods are made from the finest ingredients. Safeway is the place to buy for the whole family.



Safeway for farm-fresh vegetables—sold by weight

During these "harvest days" we're offering better-than-ever fresh vegetables, rushed from farm to store just as swiftly as possible! Take advantage of them this week, and buy exactly what you need at Safeway, where all produce is sold by the pound to save you money!

Julia says—
Here's how with fall vegetables



Sweet Potatoes or Red Yams
2 Pounds 25

CALIF. PIPPIN APPLES lb. 7¢
FANCY TOKAY GRAPES lb. 11¢
POTATOES U. S. No. 1 Klamath Gems **10 Pounds 38¢**

Produce Prices Subject to Market Changes . . . and Also to Having Stock on Hand.

Shop early in the day—early in the week

If you haven't tried shopping early in the day and early in the week, you'll be amazed at the way it makes food buying more pleasant. Better selection—stores not crowded—faster service!

RED STAMP VALUES

Kraft Dinners 9¢
(3 for 1 pt) 7½ oz. pkg.

Jewel Salad Oil 52¢
Swift, (8 pts) Qt. glass

Oleomargarine 26¢
Parkay—(4 pts) 1 lb. ctn.

Cudahy Deviled Ham 15¢
pure, (1 pt) 3 oz. can

Oleomargarine 23¢
Dalewood—(4 pts) 1 lb. ctn.

Shortening 60¢
Royal Saffin (12 pts) 3 lb. glass

...Try it
EDWARDS
Fine
COFFEE

Vacuum Packed in Glass
Choice of Drip or Regular Grind
A Real Luxury Coffee—Edwards is Exceeded by no other brand

POUND GLASS 28¢

You can't lose—every pound is sold on a money back guarantee

A THRIFTY BUY
AIRWAY COFFEE lb. 20¢

BLUE STAMP VALUES

Tomato Sauce 3 for 13¢
Val Vita, (3 pts) 7½ oz. can

Sliced Pineapple 20¢
Libby, Fcy. (23 pts) No. 2 can

Tomatoes 2 for 23¢
Arm In Arm, (21 pts) No. 2½ can

Tomatoes 18¢
Del Monte, (21 pts) No. 2½ can

Grapefruit Juice 13¢
Town House, Unsweet. (2 pts), No. 2 can

Vegetable Cocktail 14¢
V-8, (2 pts) 18 oz. can

DRIED BEANS 23¢
Pink, White or Red Mexican (6 pts), 3 lb. cello

Spry Shortening 68¢
(12 pts) 3 lb. glass

Guthrie Soda Crackers 10¢
1 lb. ctn. 10¢ 2 lb. ctn. 19¢

Prince Albert 79¢
Tobacco—1-lb. tin.

Morning Glory Oats 10¢
20-oz. ctn. 10¢
48-oz. ctn. 19¢

PAPER NAPKINS 4 for 25¢
WHITE—Packages of 80

Wax Paper Fresh Wax, 125 ft. roll 2 for 25¢
Johnson Camu Pt. glass 59¢
Cleaning Fluid Energine—8 oz. glass 25¢
Bay Geta 2½ lb. pkg. 49¢
Toilet Tissue Silk—650 Sheet roll 3 for 11¢

BACK THE ATTACK
FORMULA FOR LESS BLOOD AND TEARS!
Buy EXTRA War Bonds During The Third War Loan Drive

SAFEWAY MEATS

Sirloin Steaks 34¢
TENDER CUTS TO FRY OR BROIL
or RIB LAMB ROAST—"A" grade lamb—6 pt. lb.
Rib Lamb Chops 39¢
EXCELLENT VALUE—COOK WITH VEGETABLES
SMOKED MEATS—BACON BRISKETS—BACON STRIPS
HAM SHANKS—2 pt. lb.
Specialties 20¢
TENDER "A" GRADE BEEF
7 inch cut, chine bone in—10 pts. lb.
Prime Rib Roast 31¢
MEATY TENDER CUTS
SHOULDER bone in—"B" grade veal—6 pts. lb.
Veal Roast 27¢
FINE FLAVORED TENDER BEEF
PORTER HOUSE STEAKS—T-BONE AND CLUB STEAKS—"A" grade—12 pts. lb.
Steaks 43¢

Miscellaneous Needs

River Rice White—10¢ 2 lb. ctn. 19¢
1 lb. ctn. 11¢
Soup Mix Minute Man, Veg. Noodle 8¢
Peanut Butter Beverly 29¢ 2 lb. jar 53¢
Corn Flakes Kellogg—11 oz. ctn. 8¢
Ruskets Cereal—14 oz. ctn. 12¢
Corn Gardenside—W. Cr. style No. 2 can 11¢
Ripe Olives Rocabella, Lge. 19¢
Wheat Crackers Toasted, Loose Wiles 19¢
Prepared Pectin M.C.P.—3 oz. pkg. 9¢
Peas Sweet—(18 pts.) No. 2 can 12¢
Pineapple Hillsdale—Broken sliced, (23 pts.)—No. 2 can 19¢
Apple Sauce Libby—(14 pts.) No. 2 can 17¢

ORANGE LAYER CAKE 30¢
Two layers of silver cake filled and iced with orange cream icing.
BUTTERHORNS Package of 2 15¢

I FOUND, long ago, that fall vegetables can really be both good and different! Take parsnips and rutabagas, for instance. If your family hasn't been too keen about them before, they might like them this way. I know my family does, and they're inclined to turn up their noses at them served in any other way. Here are some suggestions for those two fall vegetables, and others too:

CANDIED PARSNIPS—Wash and scrape or peel parsnips, and cook whole or cut in halves lengthwise. Cook covered in small amount of salted water, about 30 minutes or until tender. Drain, sprinkle with brown sugar, salt and pepper and bake in moderate oven about 15 minutes, basting parsnips once or twice with hot water and meat drippings. Serve as you would sweet potatoes.

SPICED RUTABAGAS—(This goes for turnips, too.) Wash and slice rutabagas, and cook covered until tender in just enough hot, salted water to create a steam, about 15 minutes. Drain and mash and season with salt, pepper and a little ground cinnamon and cloves if you like.

CAULIFLOWER SALAD—Wash cauliflower, and separate into tiny flowerlets or chop coarsely. Add raisins, chopped apple, chopped nut meats and marinate in a tart light dressing. Serve on a bed of shredded spinach. This really tastes better than it sounds!

PUMPKIN CAKES—Cut pumpkin into pieces suitable for boiling, remove seeds and fiber, cut off rind, and cook covered in just enough boiling salted water to create a steam until pumpkin is tender, about 20 to 30 minutes. Drain, mash and season with salt and pepper. Add just enough evaporated or fresh milk to form a smooth mixture. Form into cakes or patties and brown quickly in hot drippings or shortening. Serve in place of potatoes or as any other vegetable. The winter varieties of squash may be prepared in the same manner.

STUFFED SQUASH—Use small individual squashes like Danish. Split squash, remove seeds and parboil in salted water until almost tender. Drain and fill cavities with chopped, cooked meat and tomato mixture. Bake in hot oven (400° F.) for about 30 minutes or until squash is thoroughly tender and meat mixture is heated through.

Julia Lee Wright Director
Safeway Homemakers' Bureau

THE FAMILY SECRET: EXTRA FRESH!



WHY, I USE EDWARDS FINE COFFEE—IT'S ALWAYS ROASTED FRESH—IT COMES IN VACUUM PACKED GLASS JARS AND IT'S GOOD JUST AS I LIKE IT—WHY DON'T YOU TRY IT!

SAY, AUNTIE, I DON'T KNOW WHAT YOU TOLD ETHEL THE OTHER EVENING, BUT WHATEVER IT WAS, IT SUITS ME! WHY SHE MAKES COFFEE JUST AS GOOD AS YOURS AND...

YOU CAN'T LOSE WHEN YOU TRY EDWARDS FINE COFFEE
It's one of the nation's finest and freshest coffee roasters, and unless you like everything about it... Quality, Freshness, Full-bodied flavor... your money is cheerfully refunded... it's unconditionally guaranteed!

SAFEWAY

Want To Do Your

Then Answer You
In The Third War

YOU CAN'T THEM NO!

Every day INVASION battles are taking place. Gallant boys fighting under the Stars and Stripes. Your dearest ones—sons, husband, sweetest, brothers, relatives and friends—are, or will be, engaged in these bloody battles where the Grim Reaper flashes in every volley.

The 3rd War Loan of 15 billion dollars for the equipment, ammunition and food needed so desperately—and you must raise them.

Buy at least one EXTRA \$100 War Bond September besides your regular bond payment. Go all-out with every dollar you can spare and keep right on slapping every cent into the safest investment—War Bonds!

Make the 3rd War Loan a quick snap up your soldier, sailor or marine ALL!

BACK THE ATTACK WITH

WORLD'S SAFEST INVESTMENT

For this 3rd War Loan, you will be offered your choice of various government securities. Choose the one that fits your requirements.

United States War Savings Bonds Series "E", gives you back \$4 for every \$3 when the bond matures. Interest: 2.9% a year, compounded semiannually, if held to maturity. Denominations: \$25, \$50, \$100, \$500, \$1,000. Redemption: Anytime 60 days after issue date. Price: 75% of maturity value.

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FALSE
RUMORS**

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ATTACK
WITH
WAR BONDS!**

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31 Hillcrest Drive
RAndolph 2799

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**GROW
A
VICTORY
GARDEN**

Part For Victory?

Country's Call
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AFINVESTMENTS

acceptable as bank collateral. Redeemable at par and accrued interest for the purpose of satisfying Federal estate taxes. Dated September 15, 1943; due December 15, 1969. Denominations: \$500, \$1,000, \$5,000, \$10,000, \$100,000 and \$1,000,000. Price: par and accrued interest.

Other securities: Series "C" Savings Notes; 7-8% Certificates of Indebtedness; 2% Treasury Bonds of 1951-1953; United States Savings Bonds series "F"; United States Savings Bonds series "G".

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QUALITY GROCERIES
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Randolph 6102
Residence - 151 Mateo Ave.
Res. Phone DEL 5739

C. L. Williamson
THOMAS JEFFERSON CLEANERS
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Randolph 3636

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RIO GRANDE PRODUCTS
Auto Mechanic On Duty
Greasing and Oiling
6498 Mission Randolph 9805

MILO'S MARKET DE LUXE

6315 MISSION ST.

What can I do?



We believe that nearly all Americans are convinced that, with all its drawbacks, a food rationing program is necessary for an equitable distribution of foods. We have only to remember the chaos which existed prior to rationing, when various lines were "bought out" at the stores.

To help make food rationing more workable, each American housewife or purchaser of food for the family unit, should do everything within her power to cooperate with retailers. An understanding of details of the program will do much to aid in daily shopping. Please remember that your food dealer does not make the regulations, but is charged with the responsibilities of carrying out a plan which rationing experts have decided is most helpful to the nation at large.

As Daly City's largest food center, Milo's Market brings you complete shopping service in one big, modern, deluxe market. At the "Top of the Hill" in the center of Daly City's business district, our one-stop convenience can be a real aid in these busy times.

Strongly competitive prices, made possible by our really big-store operations, reign in all departments. Featured are nationally famous brands of staple and fancy groceries at rock-bottom prices; complete selection of all kinds of fresh fish and poultry; and a meat department whose tremendous volume assures a wide choice of cuts and kinds of fresh and cured meats at low prices.



"Gardening" is a pleasure in our enormous section set aside for fresh fruits and vegetables, with racks and racks of every produce item in season. All are daily-fresh, hand-selected from the best at the growers' markets.

GET YOUR CHRISTMAS CARDS FREE!

WITH A

Daly City Record SUBSCRIPTION

13 WEEKLY
ISSUES OF
THE
DALY CITY
RECORD



20-CARD
ASSORTMENT
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BEAUTIFUL
GREETINGS

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6498 Mission StreetWe Call and Deliver
Mechanic On DutyHOURS: Week Days, 10 A. M. to 8 P. M.
Open On Sundays**JEAN'S SUPER SERVICE STATION**
AUTO REPAIRING AND BATTERIES**BRAKES RELINED** — Rely on your brakes
instead of your horn.

Rio Grande Products

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WESTLAKE MARKET

301 Miriam St.

RAndolph 9667

Closed Sundays from Noon to 4:30 p. m.
Open Evenings Till 8 p. m.

There's a BIG saving in store for you if you buy all your family's foods at WESTLAKE; a very real saving in money, time and temper.

Our complete selection of quality groceries, fresh garden vegetables and fruits, and fresh and cured meats—all are sold at competitive prices.

And the added help our neighborly service can give you doesn't cost an extra penny.

Lucca Ravioli Co.

7370 Mission St., Colma

Phone RAnd. 6102

M. J. B. COFFEE lb. **33c****TOMATO PASTE** **8c**
MADONNA - 6-oz. can**STRING BEANS** **15c**
Del Monte Cut, No. 303 glass**BIRD SEED** 2 pkgs. **25c**
French's**TOMATO CATSUP** **10c**
Monte Rio, 14-oz. bottle**Vegetable OIL** Qt. **49c**
Challenge Brand**SUN MAID SEEDED MUSCAT RAISINS** 2 FOR **29c**
15-oz. pkg.**PORK & BEANS** **18c**
Open House, No. 2 1/2 can

FULL LINE OF MASH AND
SCRATCH FEEDS, WHOLE AND
MILLED GRAINS, HAY AND
LIVESTOCK NEEDS.

FINEST GARDEN-FRESH
FRUITS and VEGETABLES

LUCCA MEAT MARKET

HOURS: 9 A. M. to 6 P. M.

For a full selection of choice cuts of fresh and cured meats, Daly City and Colma housewives have come to depend upon LUCCA'S MEAT DEPARTMENT. They know that Lucca's quality is dependably high, and that high quality can aid greatly in stretching their rationed meat supply.

LIQUOR DEPARTMENT**CALIFORNIA SAUTERNE** fifth **69c**
Los Amigos, extra special**CARIOCA RUM** fifth **\$3.60**
Gold Label**CALIFORNIA CHAMPAGNE** **\$2.25**
Vai Brothers, large bottle

WE RESERVE THE RIGHT TO
LIMIT QUANTITIES

FARMERS MARKET

6386-6390 MISSION STREET

KEITHLEY'S QUALITY

FARMERS MEAT COMPANY

FRUITS and VEGETABLES(Hours: 9 a. m. to 9 p. m. - Store Closed All Day Mondays)
FREE DELIVERY OF ALL CANNING FRUITS**CANNING TOMATOES**

GENUINE BEEFSTEAKS
VINE RIPENED
DIRECT FROM GROWER

Box \$1.25**WHAT'S COOKING, MRS. UNCLE SAM?**

VITAMINS and MINERALS and NUTRITION
All Rolled Up Into Delicious Meat

Americans must be healthy and strong so that they can work and fight when their way of life is threatened. Food is important—meat, containing vitamins and minerals, is important too. Buy good meat—meat that is guaranteed fresh and pure—buy it at the FARMERS MEAT COMPANY!